

From first impressions to long-term impact, here's what you need to know to stand out and stay authentic.

1

It's Not Just for Influencers: Everyone has a personal brand, whether they actively manage it or not.

2

Your Brand Lives Beyond Social Media: It's in how you show up, speak, and even send emails.

3

Consistency Beats Perfection: Being authentic and showing up regularly matters more than a flawless image.

4

Your Style Speaks Louder Than You Think: From your wardrobe to your Zoom background, your visual identity is part of your brand.

5

It's a Long Game, Not a Sprint: Building a personal brand takes time, but the rewards compound with consistency.

6

People Will Judge Quickly: Snap judgments are real—first impressions stick, so make them count.

7

You're Your Biggest Advocate: If you don't promote yourself, no one else will.

8

It's OK to Evolve: Your brand will shift as you grow. Embrace the change and update accordingly.

9

The 'Why' Is Your Secret Weapon: Your purpose is the foundation of a brand people trust and connect with.